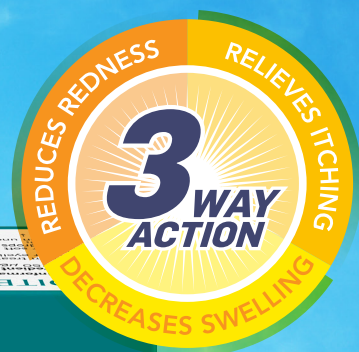


TRAINING GUIDE

FIGHT ALLERGY EYES WITH ZADITEN®

LASTS UP TO **12**¹ HOURS



ALWAYS READ THE LABEL AND FOLLOW THE DIRECTIONS FOR USE.

ZADITEN® Eye Drops solution is indicated for symptomatic short-term treatment of seasonal allergic conjunctivitis in adults and children 3 years or older. **References:** 1. Australian Zaditen® Product Information and New Zealand, Zaditen® Data Sheet.

ALLERGY EYE FACTS

Allergy sufferers may experience allergic disorder symptoms like

ALLERGY EYES OR ALLERGIC CONJUNCTIVITIS.



8 OUT OF 10

allergy sufferers experience itchy eyes.¹

Typical causes of allergy eyes²

- Allergens (eg.pollen)
- Air pollution and smoke
- Household products
- Animal hair or fur
- Grasses
- Dust Mites
- Perfumes and cosmetics

Typical symptoms of allergy eyes²

- Redness
- Itching and burning of both the eye and surrounding tissues
- Watery discharge
- Swollen eyes and eyelids

KEY FEATURES OF ZADITEN®

ZADITEN® is indicated for symptomatic short-term treatment of seasonal allergic conjunctivitis.



THE NO. 1 ALLERGY EYE DROP IN AUSTRALIA.*



UNIQUE 3-WAY ACTION TO TREAT ALLERGY EYE SYMPTOMS.³



RAPID ONSET ACTION³ LASTS UP TO 12 HOURS.



SUITABLE FOR 3 YEARS AND OVER.



RANGE OF FORMATS: 5ML DROPS & 20 X 0.4 ML VIALS.



PRESERVATIVE FREE VIAL FORMAT AVAILABLE.

WHY RECOMMEND ZADITEN® TO YOUR CUSTOMERS

- ✓ **Efficacious - recommend with confidence**, as the No. 1 allergy eye drop in Australia.*
- ✓ **Unique - reduces swelling** associated with eye allergy, along with itchy eyes and redness.
- ✓ **Fast** - relieves itchy eyes within minutes.³
- ✓ **Family friendly** - the only allergy eye drop suitable from 3+ years.
- ✓ **Offers choice** - a range of formats to suit customer's needs - great for at home, or 'on the go'.

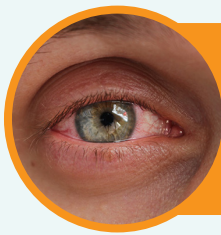
^While the main symptoms of allergic conjunctivitis are usually relieved with an antihistamine tablet, allergy eye drops may have a more rapid onset action (within a few minutes).⁴

^TIPS FOR CUSTOMERS WHO WEAR SOFT CONTACT LENSES

- Remove contact lenses before using ZADITEN®.
- Wait 15 minutes after using ZADITEN® eye drops before reinserting contact lenses.

1. Warner J. Spring Allergy Relief Can Be Hard to Find. WebMD Health News March 2010 2. Australasian Society of Clinical Immunology and Allergy (ASCIA). 2010; ASCIA Education Resources (AER) Patient Information factsheet. Available at www.allergy.org.au/images/stories/aer/infobulletins/2010pdf/AER_Allergic_Conjunctivitis.pdf. Date retrieved 25/06/2015 3. Australian Zaditen® Product Information and New Zealand, Zaditen® Data Sheet. 4. The Medical Letter. Drugs of Choice Handbook – Drugs for Allergic Disorders. Original publication date – February 2010 (revised date March 2012); 1-29. * Pharmacy Scan MAT 25/09/2022

WHEN TO RECOMMEND ZADITEN®



Customers experiencing symptoms such as itchy, watery, swollen, red eyes.



For outdoor workers and during outdoor activities.



Suitable for all age populations, 3 years and over.

HOW TO USE ZADITEN®



MULTIPLE USE BOTTLE.

INSTILL **ONE DROP** IN AFFECTED EYE(S) **TWICE A DAY.**



VIALS ARE A **SINGLE USE** FORMAT.

1 DROP PER EYE(S) AND DISCARD VIAL.



**ZADITEN®
EYE DROPS**



**ALLERGY
TABLETS**



**FASTER
RELIEF⁴**

than antihistamine tablets alone.

TOP TIP: Recommending an allergy eye drop like ZADITEN® can give customers faster relief from allergy eye symptoms while they wait for their antihistamine to start working.⁴

HOW THE PRODUCTS COMPARE

OTC eye drops for seasonal allergic rhinitis	ZADITEN 	ZYRTEC 	VISINE ALLERGY 	NAPHCON-A 
Active ingredient	Ketotifen fumarate	Levocabastine hydrochloride	Pheniramine maleate & Naphazoline HCl	Pheniramine maleate & Naphazoline HCl
Format	Eye drops and Vials	Drops	Drops	Drops
Indicated for allergic conjunctivitis	✓	✗	✗	✗
Suitable from	3 years +	6 years +	12 years +	12 years +
Preservative Free	Yes - Vials only	No	No	No
Uses / Indications	Reduces redness, relieves itching	Relieves itching, watery eyes and redness	Relieves itching, soreness, and redness	Relieves itching and redness
Decreases Swelling	✓	✗	✗	✗

NB: All drops need to be disposed of 4 weeks after opening.

ALWAYS READ THE LABEL AND FOLLOW THE DIRECTIONS FOR USE.












**Relief for
Allergy Eyes**

MURINE[®]

**Relief for Dry
and Red Eyes**

MURINE[®] for eyes that smile

	   MURINE DRY EYES	   MURINE CLEAR EYES	   MURINE RED EYES
Active Ingredients	Sodium Hyaluronate (1.5mg/mL)	Naphazoline hydrochloride (0.12mg/mL)	Naphazoline hydrochloride (1mg/mL)
Format	10mL Bottle	15mL Bottle	0.6 mL vial = 1 or 2 drops per eye
RRP	\$16.15 (20/09/22)	\$9.99 (20/09/22)	\$12.99 (20/09/22)
Key Features	<ul style="list-style-type: none"> • Preservative Free • Immediate hydration • Nourishes and protects dry eyes • Low cost per dose when compared to other preservative free Sodium HA eye drops 	<ul style="list-style-type: none"> • Australia's Number 1 red eye drop* • Relieves redness • Brightens red eyes for up to 8 hours* 	<ul style="list-style-type: none"> • The only preservative free decongestant eye drop in single use vial format • Pocket-size, great for on-the-go • Can be used for up to 12 months after opening each sealed pouch
Benefits	<ul style="list-style-type: none"> • Long-lasting dryness relief • Lubricates dry eyes • Protects the eyes from further moisture loss 	For the temporary relief of redness and dryness due to minor eye irritations	For the temporary relief of red eyes associated with minor eye irritation
Recommend to customers	with dry eyes due to: <ul style="list-style-type: none"> • Wearing contact lenses • Lack of tears • Hormonal changes • Air-conditioned environments • Computer usage • Use of medication • Ageing 	with occasional red eyes due to: <ul style="list-style-type: none"> • Swimming • Smoke • Dust • Smog • Sun Glare • Wearing contact lenses 	with occasional red eyes due to: <ul style="list-style-type: none"> • Staying up late hours • Excessive screen time • Driving Temporary irritation due to make-up and after exercising Temporary environmental factors such as smoke, dust, sun glare and wind
Dosage	Instill 1 or 2 drops into each eye as required	<ul style="list-style-type: none"> • Instill 1 or 2 drops in each eye • No more than four times a day • Remove contact lenses and wait for 15 minutes before reinserting 	1 or 2 drops into each eye every 4 hours

MURINE[®], the trusted expert for over 60 years

ALWAYS READ THE LABEL AND FOLLOW THE DIRECTIONS FOR USE.

* IRI Pharmacy MAT 25/09/2022

^ Source: Abelson MB, Butrus SI, Weston JH, Rosner B. 'Tolerance and absence of rebound vasodilation following topical ocular decongestant usage' Ophthalmology, 1984, Vol 91, Issue 11, pp. 1364-1367